Cambridgeshire's Vision | 2007 – 2021

Countywide Sustainable Community Strategy

Working together to improve the quality of life for all who live, learn, work and travel in Cambridgeshire

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FOREWORD

This vision sets out the commitment from partner organisations to provide high quality cost effective public services that meet the needs of the people of Cambridgeshire now, and in the future.

Cambridgeshire is a good place in which to live, learn, work and visit but it is also a county facing many challenges, not least of which is the anticipated housing and population growth. We can meet these challenges by working together to improve the quality of life for everyone.

We have set out in this document our collective vision and the priority areas we will be focusing on to ensure the needs of all our residents are met. The priorities in this vision document have been identified through the input and engagement of different partnerships and organisations, under the coordination of an overarching Board that brings together high level representatives from key organisations across the public, private and voluntary sectors involved in the delivery of local services. This Board is called *Cambridgeshire Together*.

We will continue our joint work to tackle the issues that are most important; and we want to work with you to achieve this.

The Cambridgeshire Together Board

VISION STATEMENT

Our vision is for Cambridgeshire to be a county of strong, growing, prosperous and inclusive communities supported by excellent services where people can fulfil their potential; live longer, healthier lifestyles; and influence decision-making.

We will deliver this vision by focusing on five key goals, each with a set of priorities to achieve them. These are (in no particular order):

- **Growth** – accommodating growth, creating flagship communities and ensuring the benefits of growth and infrastructure are enjoyed by all communities
- **Economic Prosperity** – supporting the special role of Cambridgeshire as a centre of knowledge and innovation, especially in low carbon technologies
- **Environmental Sustainability** – meeting the challenges of climate change while maintaining a high quality environment
- **Equality and Inclusion** – supporting vulnerable groups and enabling them to participate fully in community life, and encouraging healthier and more sustainable lifestyles
- **Safer & Stronger Communities** – engaging citizens in service planning and improvement and ensuring our communities enjoy good quality of life and health, with low crime, low unemployment, and free from discrimination and inequalities.

The need to ensure sustainability through our actions is an underlying principle through this vision. The social, economic and environmental aspects of the priority outcomes in this vision have to be considered to ensure that our goals are achieved and sustained, i.e. incomes rise, educational standards increase, the health of our communities improves and the general quality of life is improved.

Cambridgeshire Together has a clear and strong commitment to:

- Recognising geographical, social and economic differences within the county and responding appropriately to challenges and needs;
- Working in partnership at the local, sub-regional and regional level;
- Empowering our local communities to engage in shaping service planning and delivery;
- Focusing on our citizens and celebrating Cambridgeshire's diversity by promoting social inclusion;
- Recognising and supporting the role of the voluntary sector in service delivery and community and citizen involvement

We already have a number of strong partnerships within the county such as the Children and Young People's Strategic Partnership (CYPSP) and the Cambridgeshire & Peterborough Waste Partnership (RECAP) among many others. We want to build on existing examples of good practice by conducting a review of our governance arrangements, linking to the Local Area Agreement (LAA), to ensure these are fit for purpose and enable us to achieve an even more integrated approach to service planning and delivery.

OUR SHARED VISION FOR CAMBRIDGESHIRE IN CONTEXT

A local, regional and national drive for partnership and locality working

The purpose of this vision is to set the long-term priorities for Cambridgeshire, which will promote the well-being of local people, the economy and the environment. We need to build on successes and move forward in an ever changing environment, emerging trends and changes in government policy that are moving partnership working to the core of what we do, as local agencies tackle issues together to achieve better results and greater efficiency.

The priorities in the five district-based Sustainable Community Strategies have provided the building blocks for this document, which covers the period from 2007 to 2021. The aim is to bring together the ambitions and aspirations of all Cambridgeshire's communities and the organisations providing services to them. We expect this document to develop and to be reviewed every three years to ensure our objectives remain relevant and challenging.

Cambridgeshire's Local Area Agreement (LAA) will be the three year delivery plan for this vision. The LAA, alongside the Action Plans developed by other key partnerships, will focus on the delivery of outcomes that will make a difference on the ground.

For thirty years or more, successive governments have acknowledged that many of society's most intractable problems can only be dealt with by agencies working together to tackle them at community level.

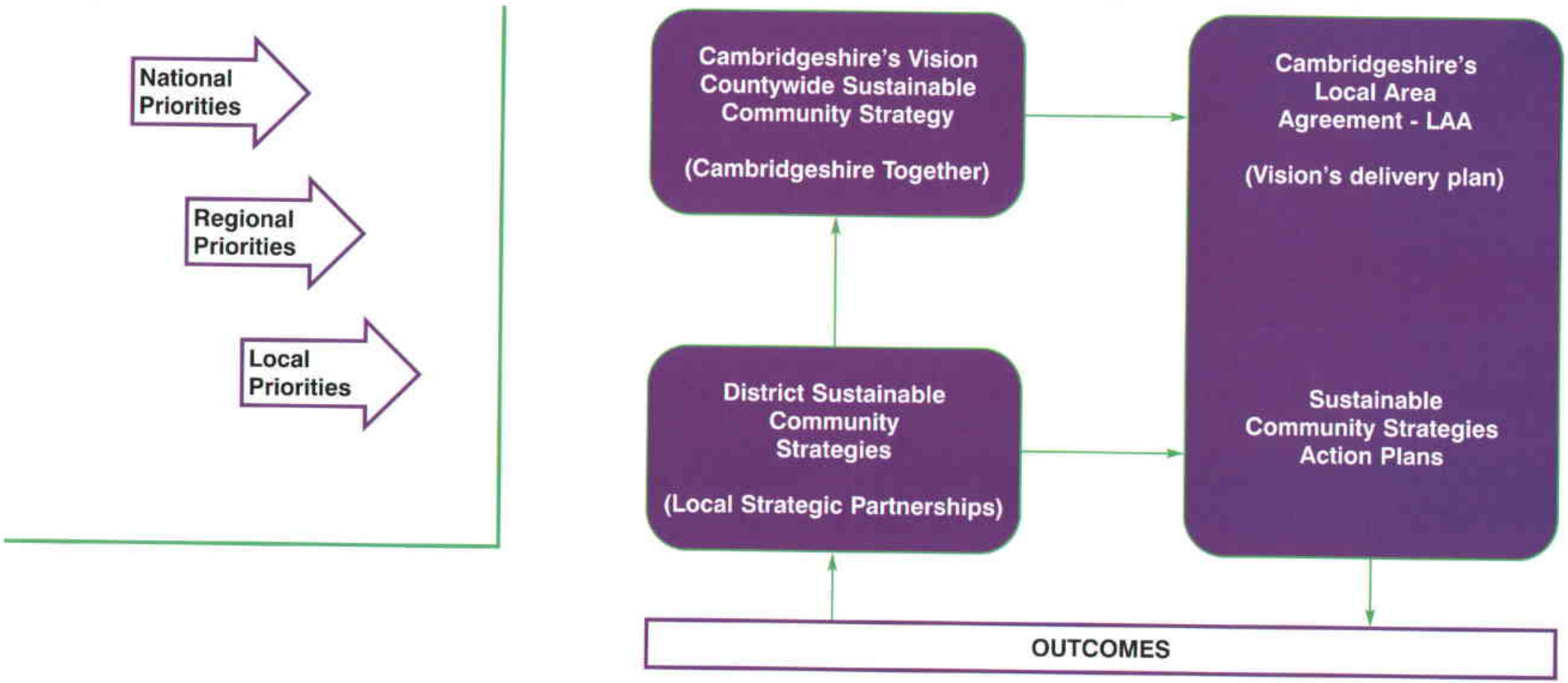
In October 2006 the Local Government White Paper, Strong and Prosperous Communities, was pubished setting out government's ambitions to give local people and local communities more influence and power to improve their lives. The White Paper emphasised the need to deliver better public services through a rebalancing of the relationship between central government, local government and other public service providers, and local people.

Effective action depends on local public service providers having the freedom and ability to adapt and change what they are doing, and on strong joint working at the local level that facilitates the reshaping of services to meet the different needs of different communities.

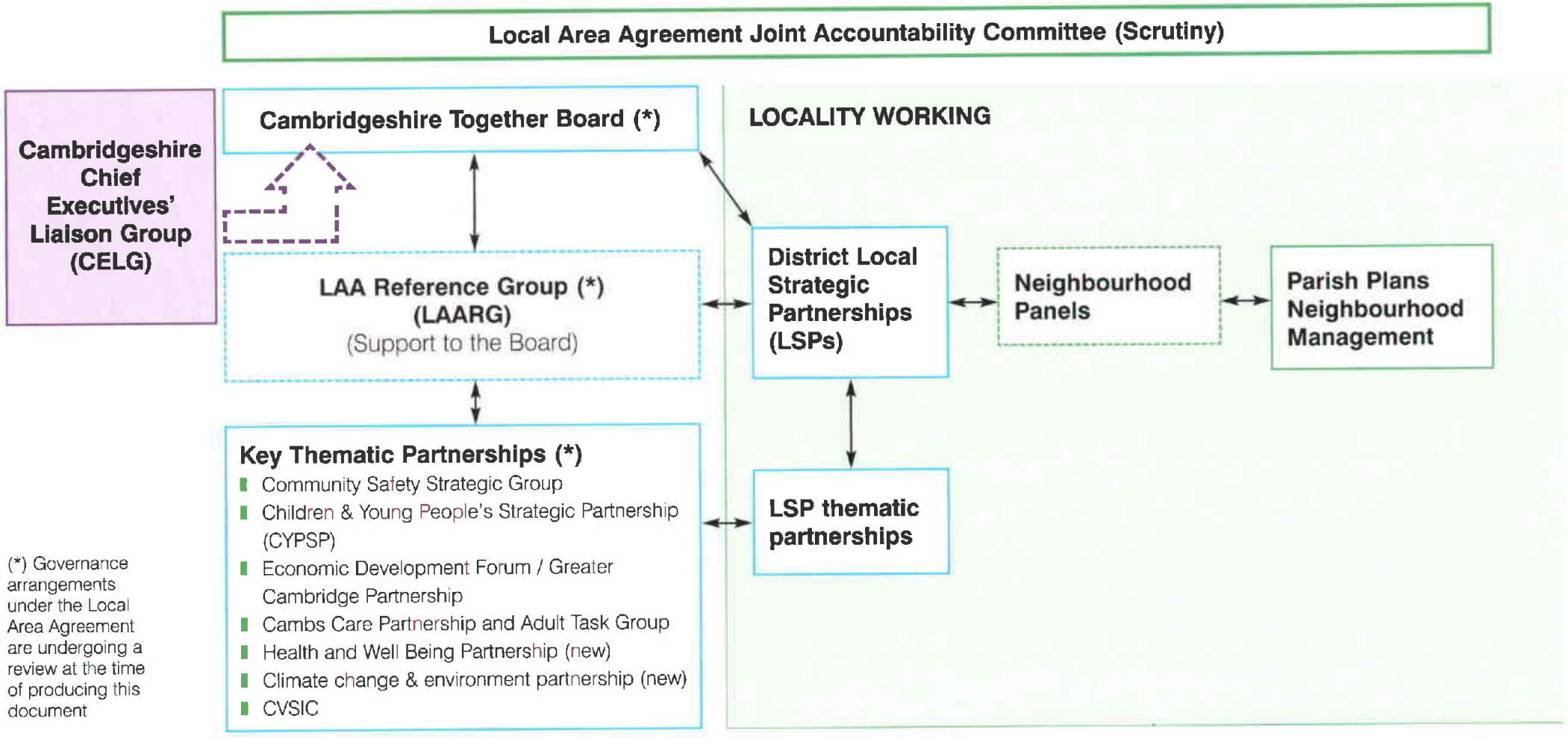
We recognise the opportunities and challenges the national agenda sets out for Cambridgeshire and we will respond to this agenda for change by continuing to strengthen our commitment and approach to partnership working, improve the capacity of partnerships and partner organisations, and develop shared responses to improve the delivery of services.

What we do is set within the wider context of national and regional policy. We will consider key policy developments and strategies such as the Comprehensive Spending Review (CSR 2007) setting out the Government's long term review of public sector spending; the Regional Spatial Strategy (RSS) laying out the framework for planning and development in the East of Enland to the year 2021; the Regional Economic Strategy (RES) setting out how the region can maintain its position as a leading UK, and global, region; and the Review of Sub-National Economic Development and Regeneration (SRN) while keeping the needs and aspirations of our local communities at the heart of what we do.

Vision for Cambridgeshire, the Local Area Agreement (LAA) and the Local Strategic Partnerships (LSPs) – How it all fits together



Overview of governance arrangements and partnerships involved in the delivery of outcomes:


Local Area Agreement Joint Accountability Committee (Scrutiny)
Cambridgeshire Chief Executives' Liaison Group (CELG)
Cambridgeshire Together Board (*)
LAA Reference Group (*) (LAARG)
(Support to the Board)
Key Thematic Partnerships (*)
Community Safety Strategic Group
Children & Young People's Strategic Partnership (CYPSP)
Economic Development Forum / Greater Cambridge Partnership
Cambs Care Partnership and Adult Task Group
Health and Well Being Partnership (new)
Climate change & environment partnership (new)
CVSIC
LOCALITY WORKING
District Local Strategic Partnerships (LSPs)
LSP thematic partnerships
Neighbourhood Panels
Parish Plans Neighbourhood Management

(*) Governance arrangements under the Local Area Agreement are undergoing a review at the time of producing this document

INTRODUCTION TO CAMBRIDGESHIRE

Cambridgeshire's population has grown by 26% since 1981[i] and the county is forecast to be among the fastest growing in the country over the next fifteen years[ii]. 73,300 new homes are planned between 2001 and 2021[iii]. Population forecasts linked to this increase suggest that Cambridgeshire's population will grow a further 15% between 2006 and 2021[iv]. The population is ageing rapidly; the number of people aged 85+ is forecast to increase by 58%, compared to a national average increase of 53%.

Forecast population change 2006-2021 (Source: Cambridgeshire County Council Research Group)

Year	Total Population	Population aged 0 - 19	Population aged 20 - 64	Population aged 65+
2006	578,800	138,000	352,700	88,100
2011	621,900	141,300	377,900	102,700
2016	650,400	142,400	384,500	123,500
2021	664,800	143,300	381,300	140,200

The Office for National Statistics produces official population projections, based on historical trends, which form an element of the calculation used to allocate government funding to local authorities. These projections suggest that Cambridge City's population will grow by 9%, East Cambridgeshire's by 20%, Fenland's by 18%, Huntingdonshire's by 13% and South Cambridgeshire's by 15%[2]. Alternative forecasts are produced locally that are based on the planned distribution of new housing. These policy-based forecasts suggest that Cambridge City's population will grow by 31%, East Cambridgeshire's by 6%, Fenland's by 11%, Huntingdonshire's by 3% and South Cambridgeshire's by 24%[4] This distribution of growth reflects a policy-led concentration of development in and around Cambridge and in the market towns.

At a time of major growth in the economy and housing needs of Cambridgeshire, sustainability is key for the county to meet the pressures development puts on the environment, infrastructure and other supporting services such as schools and health services. A 40% increase in the delivery rate of new housing and the doubling of affordable housing is needed to support growth. Investment in social infrastructure must also meet the demands of growth in development in order to tackle social deprivation. In addition, the potential effects of climate change are of particular significance with many areas at risk of flooding.

Cambridgeshire has already embraced a strategy for increasing the rate of housing development as set out in the Cambridgeshire and Peterborough Structure Plan 2003, reiterated and strengthen in the emerging Regional Spatial Strategy (RSS – the East of England Plan).

Data source references can be found at the end of this document

The increase has already been witnessed by the actual housing completions of recent years. Cambridgeshire is part of the London – Stansted- Cambridgeshire – Peterborough growth area. The strategy for growth specified in the Structure Plan and RSS seeks to deliver 73,300 homes between 2001 to 2021, concentrated in and around Cambridge and in the county's market towns.

Planning new communities in Cambridgeshire is fully integrated, combining infrastructure provision, housing strategy and economic growth. We have implemented a new programme designed to ensure progress is kept on track and issues are tackled in a timely manner. Partnership working between agencies is coordinated by *Cambridgeshire Horizons*, the local delivery vehicle.

Cambridgeshire is the home to one of Europe's leading and most dynamic high technology clusters that is also the focus of economic growth in the East of England.

Cambridge City has a national and international reputation as a centre of learning with its world famous university, and research supported by the emergence of high technology industries in and around it. The relative prosperity of the City together with its history and the quality of its built and natural environment make it a desirable place in which to live and work and to visit. The City sees significant commuting into the city for employment as well as four million tourist visitors each year.

A substantial number of new homes will be built in and around the city over the next few years. Growth brings opportunities for building well-designed affordable homes – these are needed as at present only one quarter of Cambridge City residents can afford even the cheapest 25% of housing in the City[v]. Housing growth also brings opportunities for investment in sustainable transport and new community facilities and open spaces. This growth, however, will also put pressure on the city and increase demands on community facilities and public services.

There are marked differences in levels of income between communities living in different parts of the city. Nearly one person in nine and one child in five lives in a household claiming Housing or Council Tax Benefit, with half of all claimants concentrated in a fifth of the geographic area[vi]. People living and working in the city are amongst the most highly qualified in the country but a significant proportion of economically active adults (16%) do not hold any qualification at all[vii].

Migrant workers are making up an increasing proportion of the local labour market and the City has the highest volume of internal and international migration per 1,000 population in the country[viii]. The minority ethnic population in the City is the highest proportion in the county, with 11% of people from ethnic groups other than White British[ix]. Over 40 different languages are spoken in the City reflecting its diverse communities.

South Cambridgeshire consists of approximately 900 square kilometres of countryside that surround the city of Cambridge. It is predominantly a rural area that contains no towns, but has a number of smaller settlements and 101 parishes. The district is part of one of the government's four "growth" areas identified for substantial development over the next 10-12 years.

Data source references can be found at the end of this document

Population forecasts predict the district will grow by 24% by 2021 from a population of 138,200 people in 2006[X]. Although the population of the growth areas is likely to be younger and economically active, the population in the rural areas is likely to become older. Population forecasts show an 87% increase in people aged over 65 by 2021.

The district has, once again, been ranked in the top ten places to live by Channel 4's Location, Location, Location. The programme stated that it is a quiet place to live, with exceptionally low crime figures and an impressive 100% of residents having a kerbside recycling facility. The positive comments go on to mention the good travel links to London and Stansted Airport and the fact that there is plenty to do in the district, as well as in neighbouring Cambridge City.

East Cambridgeshire is essentially rural in nature with the three market towns of Ely, Littleport and Soham. The character of the area is mixed, with the Southern area around Newmarket being relatively prosperous whilst some parishes in the north of the district have previously received European transitional area funding. The City of Ely with its outstanding cathedral is an attraction for national and international tourists. Overall, the quality of life in East Cambridgeshire is high, and in a recent national survey Ely was rated one of the 10 most desirable places to live in the UK. The district has a population of 76,400[XI], with an increasing proportion over retirement age. The traditional agricultural employment of the Fens is declining and is being steadily overtaken by new industries such as the biotech and knowledge based industries spreading north from Cambridge.

The largest single factor affecting the area is the impact of population growth. East Cambridgeshire has been one of the fastest growing districts in the Country. This population increase brings with it challenges - particularly concerning the availability of affordable housing and the increasing pressure on the transport infrastructure, particularly the A10 corridor and the rail route to Cambridge and London, related to out-commuting. The last census revealed that almost half of all employed residents commute to work outside the district. This pattern has been confirmed by recent local surveys of new housing and rail commuters. Overall, unemployment is low, but employment growth is also low. When measured using the national Index of Multiple Deprivation, East Cambridgeshire is ranked at 285 out of 354 authorities (with 1 being the most deprived)[XII]. This picture does not, however, reflect the pockets of deprivation that do exist in the district as a result of the declining traditional industries, limited public transport access and rural isolation. According to the 2011 Census, just 2% of East Cambridgeshire's population is from ethnic groups other than White. The largest ethnic minority population in the district is Travellers.

Fenland is a rural district in the north of the county. It is an area of unique and beautiful landscapes and has a thriving local community. Fenland's four market towns of Wisbech, March, Whittlesey and Chatteris, provide the main service, commercial and social centres for the area. However, many residents live in rural settings and therefore access to services is a key concern for local people.

In the past few years, great progress has been made through partnership working in improving the quality of life for Fenland's communities.

The District does however face a number of challenges related to the area's high level of deprivation. Teenage pregnancy is higher than across the rest of Cambridgeshire[xiii], and nearly one in four children in Fenland are now considered to live in a low-income household[xiv], with clear implications for their health and educational achievement. Life expectancy in Fenland has improved in recent years, particularly for men, but remains lower than the rest of Cambridgeshire. Life expectancy for women in Fenland is around three and a half years lower than for women in South Cambridgeshire[xv]. The average number of premature deaths is significantly higher than the Cambridgeshire average[xvi]. The high number of deaths is related to poor diet, low levels of exercise, high levels of smoking, and high level of road traffic accidents. The district also has the highest level of obesity in the East of England[xvii] and high levels of diabetes[xviii].

Fenland is a fast and growing district, and there is a need to ensure services and infrastructure are fit to serve Fenland's growing population, with a large and growing migrant population, particularly from Eastern Europe. There is shortage of affordable housing with the increase in house prices outstripping increases in average earnings. Average full-time wages in Fenland are comparably low compared to the rest of the county (£421.90 per week compared to Cambridgeshire's average of £493.00[xix]). Raising skill levels in the district is a key challenge that must be addressed to help break the cycle of deprivation by attracting higher skilled jobs to the area. But there is also great potential for increased inward investment and

business growth in priority sectors. Future business growth is most likely to be achieved in sectors relating to Environmental Technologies, Food and Drink, Manufacturing and Engineering, and Knowledge Based Business.

Huntingdonshire is the largest district within Cambridgeshire by both area and population size. It is a diverse area of nearly 350 square miles with approximately half the population living in four market towns – Huntingdon, St Neots, St Ives and Ramsey – and the remainder in key settlements and villages in varied and attractive countryside. Huntingdon and St Neots are the largest towns and are the area's key economic and service centres. The district is a generally prosperous area where the majority of people enjoy a good quality of life. However, there are pockets of higher relative deprivation within the market towns – Oxmoor in Huntingdon, Eynesbury in St Neots and parts of Ramsey – and some rural areas are affected by sparsity, isolation and poor access to services and facilities.

Huntingdonshire is at the centre of the Cambridge to Peterborough growth area and has experienced significant growth in the past 20 years, which has resulted in an imbalance between jobs, houses and infrastructure. As a result a large number of people commute out of the area to work and a there is a lack of facilities in some communities. Growth has led to a good mix of new homes that sit alongside historic buildings and current and future opportunities to provide strategic open space. Provision of affordable housing is a challenge, with average house prices at more than six times the average annual wage[xx] and the pressures of land availability and funding. Managing the opportunities and pressures from future growth is a continuing focus in the area.

Data source references can be found at the end of this document

Other challenges facing the county that will require all partner agencies to work together to tackle them include:

Community Safety[xxi]

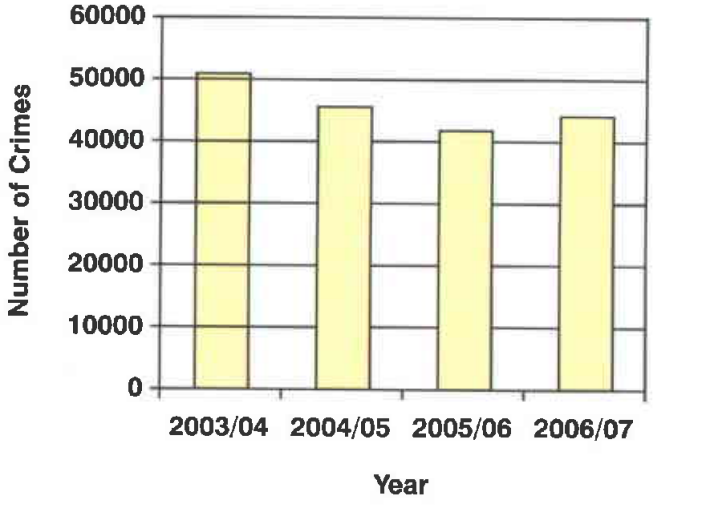
Domestic violence is the most common form of violence in rural areas. Much has been done to support victims in the county, but it remains a largely under-reported crime and a crime with the highest proportion of repeat victims. In Cambridge and Huntingdonshire it is the top reason for referrals to Children's Services, the second highest reason in Fenland and East Cambridgeshire, and third in South Cambridgeshire.

Alcohol misuse is also a growing problem in the county, which requires partnership working to address. In addition to the health implications, alcohol misuse increases the risk of an individual becoming involved, either as a victim or offender, in a range of serious offences including sexual assault, rape, domestic abuse, physical assault and robbery.

In Cambridgeshire alcohol use amongst young people increases with age and is more prevalent in girls than boys. For year 8 pupils (12 to 13 year olds), 26% of males and 28% of females reported having drunk some alcohol in the week before survey. This figure rises to 47% of males and 50% of females for pupils in year 10 (14 to 15 year olds). Fenland and South Cambridgeshire have noticeably higher rates than the county average.

Neighbourhood Panels across the county have identified other areas of public concern: antisocial behaviour and inappropriate speed. Parking is also a cause for concern in built up community areas. These are all issues where partnership working can make a significant contribution to finding solutions.

Cambridgeshire – Recent Trend in Total Crime



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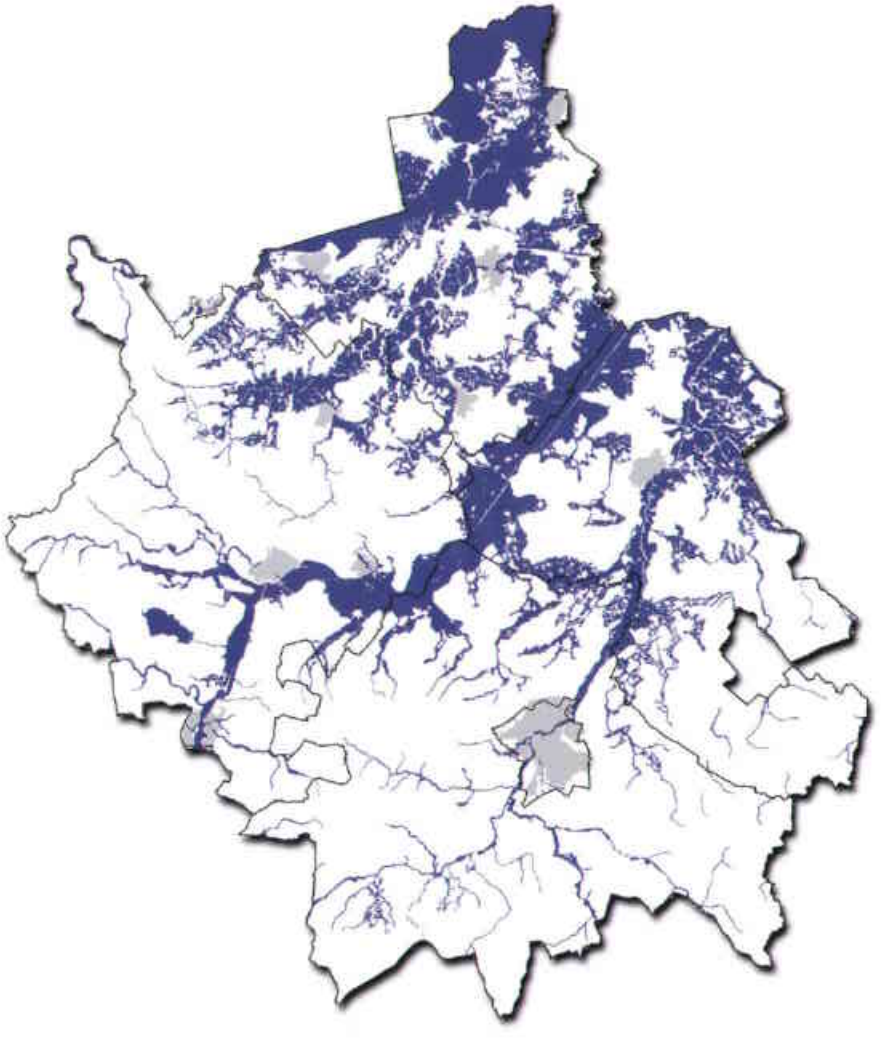


Dark blue shows area that could be affected by flooding from a river, if there were no flood defences.

Source: Environment Agency

Climate change

Tackling climate change is one of the most difficult challenges facing the county.

The current and expected rate of growth poses a challenge but can also be an opportunity to build sustainability into new and expanded communities.

High levels of motor traffic and carbon emissions need to be mitigated with minimum impact on quality of life in local communities. We must also capitalise on an advanced and dynamic economy with excellent potential to grow and to lead in low carbon technology and businesses.

To tackle climate change we need to move to a low carbon economy, reduce emissions, and adapt to known impacts including summer drought and flooding.

Cambridgeshire is a relatively low-lying county susceptible to both fluvial and (potentially) coastal flooding.

Education

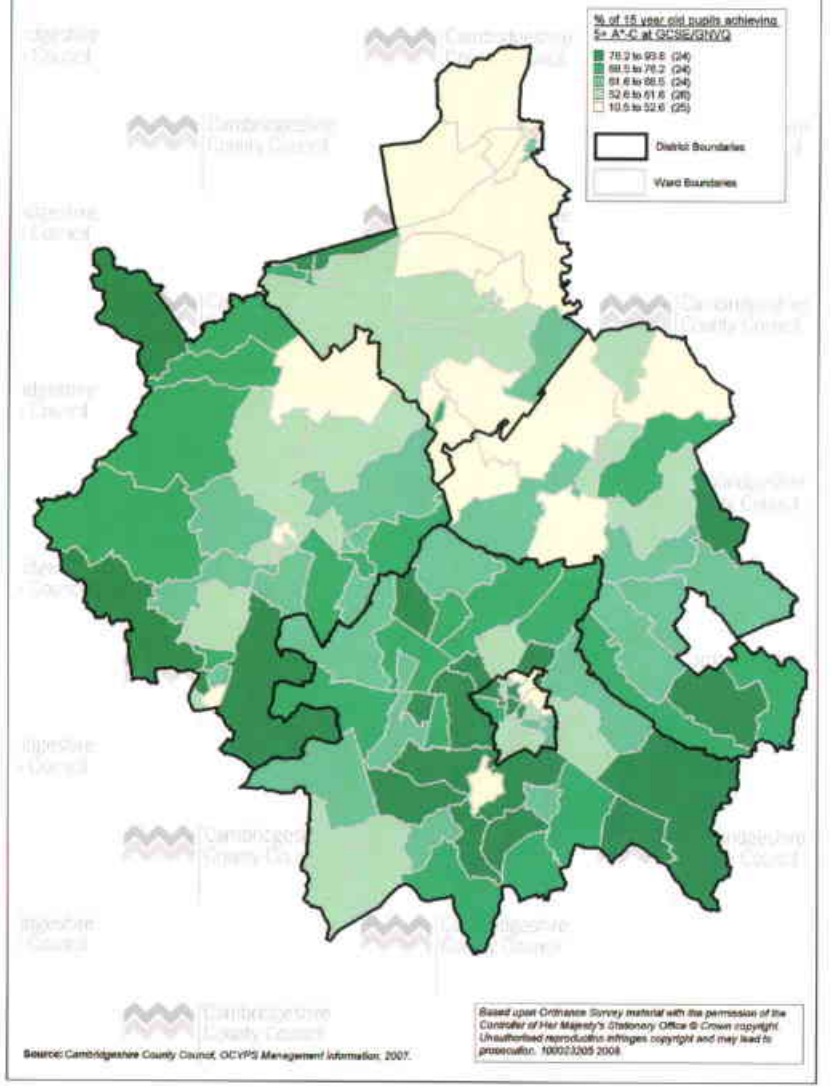
Educational achievement continues to be of very high importance to the life chances of individual children and young people in Cambridgeshire.

There are relative differences in attainment across the county, most notably in Fenland. In 2007, 47.7% of pupils in Fenland achieved 5+GCSEs (or equivalent) at grades A* to C compared to 61.1% for the whole of Cambridgeshire and 62% in England.

We must extend educational opportunity across the county by promoting rich environments for learning in schools, colleges, libraries and homes.

The achievement of children and young people cannot be measured solely in terms of educational achievement. We recognise the huge impact of health inequalities, social factors and economic circumstances on the life chances of children and young people and we will work to address these where they exist.

Cambridgeshire Districts: Percentage of 15 year old pupils achieving 5+ A*-C at GCSE/GNVQ


% of 15 year old pupils achieving 5+ A*-C at GCSE/GNVQ
District Boundaries
Ward Boundaries
Source: Cambridgeshire County Council, OCVPS Management Information, 2007.
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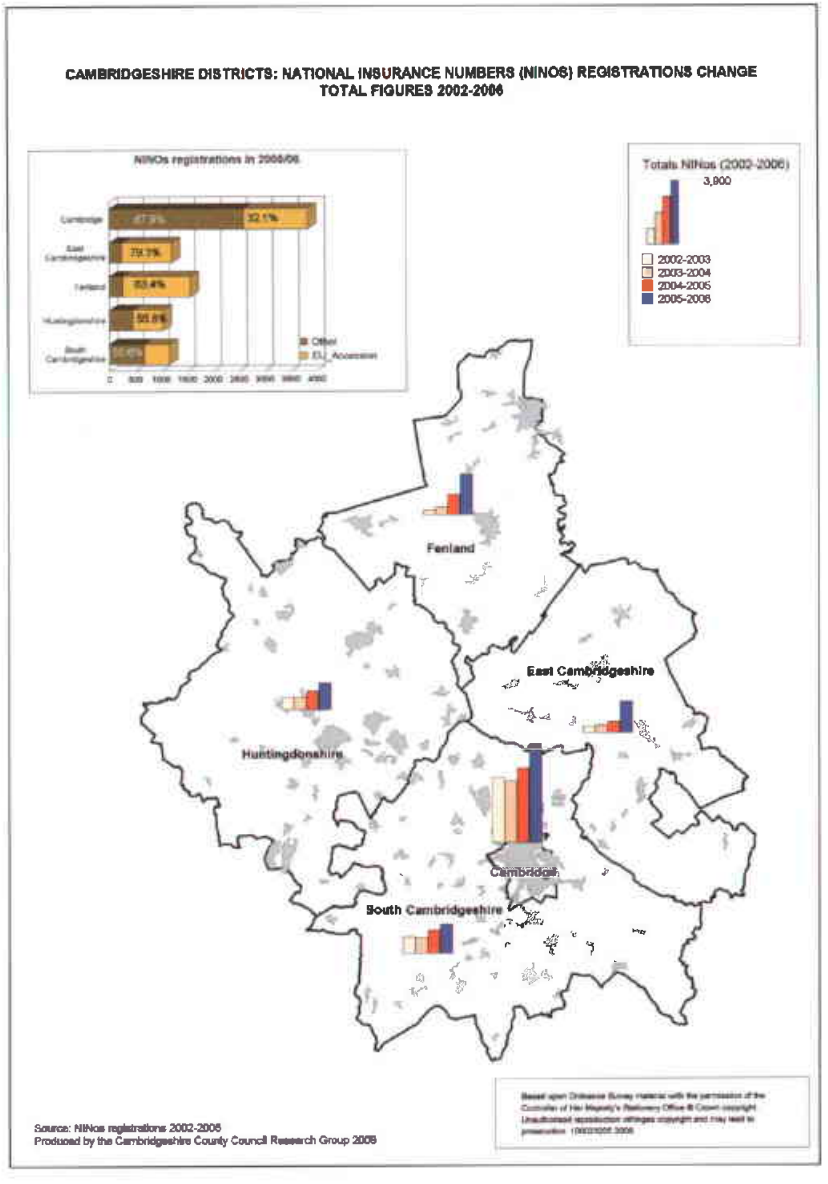


Migration

International migration is now a bigger factor in the growth of the national population than natural change. The demographic impact is greater in some parts of the country – of which Cambridgeshire is one.

Migrant workers range from the highly educated and skilled, to those who are highly motivated but have no formal education; from migrants who come as seasonal workers, to those recruited by overseas companies to work in international businesses, to others who came with their families because there were no employment opportunities in their countries of origin.

The increase in diversity has brought enormous economic and social benefits, but change and migration can also create some challenges. Many migrant workers are working below their skill level even though the skills they possess can be in areas where there are skills shortages. The well-being and integration of migrant workers is affected by their financial situation, access to adequate and affordable accommodation and access to English language courses designed to meet their needs.

High levels of migration can also put immediate pressures on some services. There is a need for all partners to understand what these changes mean for local public services. Coordination needs to go beyond local authority and agency boundaries making links with key agencies in the private sector such as major employers and housing providers.

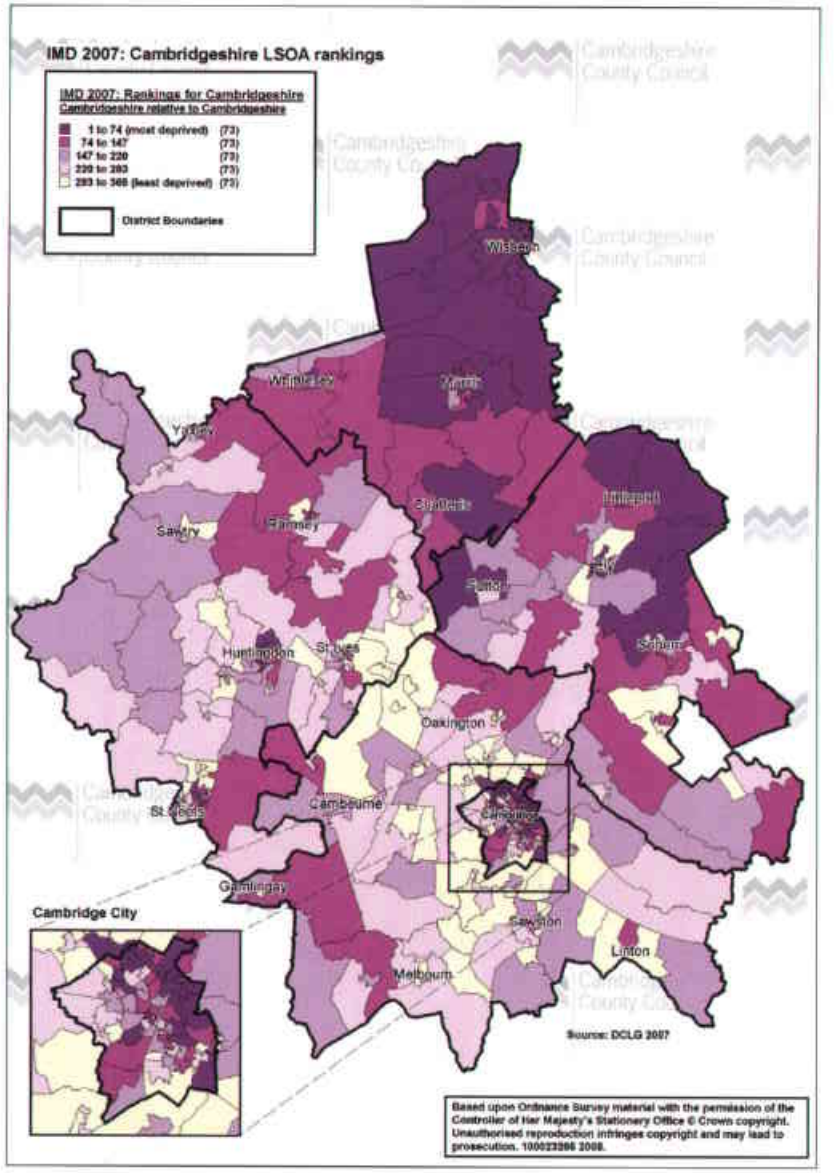
Diverse needs

The county is a relatively prosperous place with average earnings in Cambridgeshire above the national and regional average, although there are wide variations across the area. In the DCLG Index of Multiple Deprivation (IMD) 2007, Cambridgeshire ranked 135 out of 149 shire counties and unitary authorities, placing it among the least deprived 20% of authorities in the country. Prosperity and quality of life however will not continue as a matter of course without growth in the research and hi-tech sectors being met by affordable housing and infrastructure to support its on-going development.

There are also contrasts in the distribution of wealth across the county with pockets of significant deprivation present in both rural and urban settings. Out of the 354 district councils and unitary authorities in the IMD, Huntingdonshire, South Cambridgeshire and East Cambridgeshire score among the least deprived 20%, Cambridge City scores among the least deprived 40%, and Fenland scores among the most deprived 40%.

Below district level there is considerable variation in deprivation. Three small areas in the county (known as Lower Layer Super Output Areas, or LSOAs) fall within the most deprived 20% LSOAs in the country. All of these are in or around Wisbech in north Fenland. A further ten LSOAs fall among the most deprived 25% nationally. Six of these are in Fenland, one is in the Oxmoor area of Huntingdon and three are in Kings Hedges ward in Cambridge.

Inequalities are present in the city and in rural areas, particularly those that are more remote from cities to the north and east of the county. These areas tend to experience lower levels of skills and income and greater health inequalities than the rest of the rural or urban economy.



OUR PRIORITIES:

1 MANAGING GROWTH

2 ECONOMIC PROSPERITY

3 ENVIRONMENTAL SUSTAINABILITY

4 EQUALITY AND INCLUSION

5 SAFER AND STRONGER COMMUNITIES

1 MANAGING GROWTH

We need to ensure the effective management and delivery of new communities, the growth of existing communities and consider the impact upon quality of life and environmental sustainability that this will have in Cambridgeshire.

This requires an understanding of the long term impact which growth will have on the services we deliver. This includes determining the things we need to do to deliver sustainable growth (such as providing affordable housing), and the things we need to do to respond to growth (such as employing more teachers and nurses).

The supply of good quality and affordable housing has an important impact on the ability of the local area to attract skilled workers and secure labour mobility.

New settlement growth also needs to be planned in a way that helps maintain low crime levels. In addition, we need to provide infrastructure that encourages physical activity such as walking and cycling and environments that support social networks, which have a positive effect on mental and physical health.

Increases in road traffic volume is also a key issue that will need to be addressed and carefully managed.

KEY POINTS

- 73,300 new homes are planned for Cambridgeshire between 2001 and 2021.
- Between 2006 and 2021 there is a forecast total population increase of 15% (compared to the England average of 8%).
- The number of young people (0 to 19) is expected to increase by 4% (compared to the England average of a 2% drop). The increase in the number of young people is forecast for growth areas and market towns with decreases in rural areas.
- The number of older people (65+) is expected to increase by 59% (compared to 31% across England) with the following breakdown:
  - 64% increase in 65 – 74s
  - 53% increase in 75 – 84s
  - 58% increase in 85+s
- 'Entry level' house prices have increased countywide from £68,500 in early 2001 to £132,000 in 2006.

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
1.1 Provision of affordable housing in new and established communities	1.1.1 Providing new affordable housing and adaptations to existing housing in established communities
1.2 Appropriate infrastructure for new and established communities	1.2.1 Ensuring early provision of services for children and young people, including schools and children's centres 1.2.2 Ensuring early provision of affordable leisure and appropriate community facilities and social infrastructure that is accessible to all 1.2.3 Ensuring easily accessible local and strategic open spaces that are safe, clean and rich in biodiversity 1.2.4 Providing a well maintained and managed highways network 1.2.5 Ensuring the appropriate infrastructure and transport networks are in place and maintained to facilitate and sustain economic development 1.2.6 Supplying new developments with necessary services 1.2.7 Ensuring planned growth is sustainable with job and housing growth running in tandem
1.3 Well designed and well managed developments	1.3.1 Improving community safety through well designed and managed developments 1.3.2 Ensuring high sustainability standards are present in the design, mix and construction and occupation of new developments including energy efficiency and more sustainable waste management

2 ECONOMIC PROSPERITY

The regional economic strategy for the East of England identifies Greater Cambridge as one of the seven 'engines of growth' for the region – a real economic geography that will drive the future economy and growth for the county.

The enhanced role envisaged for upper tier local authorities in the Sub National Review of economic development will also enable local authorities to lead alongside partners in achieving economic development.

A successful economy capable of adapting to changing circumstances must be built on strong foundations. More people across the county are able to fully contribute and benefit from its economic growth. We want to see our communities thriving in the City, the market towns and rural areas within Cambridgeshire.

We also want to foster a culture where people aspire to train and learn throughout life, with clear progression pathways for vocational training that improves business performance. Education and training provision must meet the needs of employers.

It is important to achieve an equitable distribution of economic prosperity and social opportunity and address employability issues, by overcoming barriers to economic participation, increasing economic opportunities for disadvantaged communities, and promoting to employers the value and benefits of a flexible, diverse and healthy workforce.

KEY POINTS

- The Cambridge sub-region is expected to accommodate at least 75,000 jobs over the period 2001-2021.
- In 2006, 78% of the working age population in Cambridgeshire were in employment.
- Unemployment claimant rate has fallen across Cambridgeshire since April 1999. The unemployment figure for the county is 1.2% (December 2007).
- Claimants of Incapacity Benefit have increased over time with significant parts of this increase being driven by the rise in mental health problems (from 26% of claims in 1999 to 38% in 2007).
- 98,000 people across the county – nearly one in four adults – have no qualifications.
- There are differences in educational attainment across the county. The number of Year 11 School leavers not in education, employment or training (NEET) is high in Cambridge City and Fenland.

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
2.1 Sustainable growth of business sectors critical to the future economic success	2.1.1 Promoting and supporting the following sectors specific to Cambridgeshire – ▮ agriculture and food processing; ▮ creative and cultural industries; ▮ environmental goods and services; ▮ high technology and advanced manufacturing; ▮ Information and Communications Technologies; ▮ pharmaceuticals and life sciences; and ▮ heritage, tourism and leisure 2.1.2 Developing the supply chain for the environmental and low carbon technology sector from skills and training through to support for new and established businesses 2.1.3 Exploiting Cambridge's image and reputation to support the county's knowledge based economy and the commercialisation of research and development 2.1.4 Ensuring the appropriate infrastructure and transport networks are in place and maintained to facilitate and sustain economic development
2.2 A high level of start up of new and development of existing businesses and social enterprises	2.2.1 Promoting the integration of business start up spaces 2.2.2 Capitalising on the opportunities for Local Authorities presented in the Sub-National Review of Economic Development and Regeneration

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
2.3 Economic well-being of children and young people	2.3.1 Ensuring all children and young people have a sure start in life and an equal opportunity to thrive and fulfil their potential within their families and communities 2.3.2 Reducing the number of children affected by poverty 2.3.3 Supporting young people in transition from early years to school, to further education, employment or training 2.3.4 Raising the educational attainment of all children and young people, and narrowing the gap for more vulnerable groups
2.4 Reduced barriers to employment and enterprise for all	2.4.1 Ensuring the skills base of the local labour force is better matched to the needs of employers 2.4.2 Addressing the barriers to employment, skill and enterprise for all minority groups and those with a work limiting illness including adults with learning disabilities and adults in contact with secondary mental health services 2.4.3 Growing the social economy, particularly capitalising the skills and experience of older people who are no longer in paid employment 2.4.4 Ensuring there is a skilled, knowledgeable and competent workforce to deliver the support required for older people and disabled adults[1] 2.4.5 Supporting lone parents, economically inactive adults / adults without qualifications

[1] Disabled People are defined as people with learning disabilities, physical disabilities, sensory impairments, mental health issues and living with HIV/AIDS

3 ENVIRONMENTAL SUSTAINABILITY

To deliver sustainable communities we need to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Climate change is a fundamental challenge to our future. The effects of climate change can already be seen and the consequences could be catastrophic for the natural world and society.

The average global surface temperature has increased by about 0.6% in the last hundred years, and there is strong evidence that most of the warming over the last 50 years has been caused by man. This is mainly because of the release of greenhouse gasses (such as carbon dioxide) leading to an 'enhanced' greenhouse effect.

To tackle climate change the county will need to move to a low-carbon economy, and reduce emissions, as well as adapting to known impacts including flooding, extreme weather, heatwaves and summer drought. Cambridgeshire is particularly vulnerable to these because many areas are low lying and we have some of the lowest rainfall areas in the UK.

We must ensure current decisions are robust in the face of climate change.

KEY POINTS

- Residents, businesses, organisations and visitors in Cambridgeshire produce an estimated equivalent of 6.5 million tonnes of carbon dioxide per year (this equates to 11.8 tonnes for every person in the county each year).
- Around 92% of these emissions come from powering our homes, businesses and vehicles.
- The Cambridgeshire and Peterborough Structure Plan provides the framework for land use and new developments in Cambridgeshire up to 2016. Adopted in 2003 it requires that new developments include 'energy conservation measures and energy efficient siting of buildings'.
- Less than 4% of energy used in the UK in 2005 came from renewable sources. The government is committed to increasing this and has set a target of 10% of UK electricity to be generated renewably by 2010, aiming for 20% by 2020.
- Households in Cambridgeshire generate over 309 thousand tonnes of waste a year.
- Climate change is already happening, with warmer wetter winters, and hotter drier summers. More and more severe, "extreme weather events" such as a storms, torrential rainfall and droughts, are expected. Rising sea levels could affect the low-lying northern parts of the county.

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
3.1 Adapting to and mitigating the effects of climate change	3.1.1 Reducing carbon emissions 3.1.2 Promoting a low energy future and the use of renewable energies 3.1.3 Reducing the reliance on the use of the car by promoting sustainable forms of transport such as public transport, cycling and walking 3.1.4 Ensuring a more efficient use of resources and more environmentally aware procurement 3.1.5 Reviewing the likely impacts of climate change on the community, services and new development, and ensuring that adaptation measures are put in place, including climate proofing new buildings and infrastructure
3.2 Efficient use of resources	3.2.1 Ensuring a more efficient use of resources and more environmentally aware procurement 3.2.2 Increasing recycling and minimising waste
3.3 Attractive and healthy environments	3.3.1 Protecting and enhancing the environment in open spaces and the countryside for the benefit of people and wildlife 3.3.2 Ensuring consistent, reliable and reasonable journey times and minimising the impact of congestion on the travelling public throughout the county

4 EQUALITY AND INCLUSION

Promoting equality, diversity and inclusion is a responsibility shared by all the partner agencies in Cambridgeshire Together. We want to create a fair society in which everyone has the opportunity to fulfil their potential and we will target social and economic disadvantage through the prioritisation of available resources and joined up service delivery.

Poverty and social exclusion have costly implications for the economy and society in terms of ill health, fragmented communities, wasted potential, lost income and pressure on services.

We must ensure our strategies and action plans address issues affecting both urban and rural areas, in a way that meets the needs of our residents, making services accessible to all.

Cambridgeshire is a diverse county. In 2001, 4% of the county's population was recorded as being from an ethnic group other than White (with a further 5% from)White non-British groups). Bangladeshi, Pakistani and Black Caribbean groups are disproportionately located in the most deprived areas of Cambridgeshire. Travellers form the largest single ethnic minority group. They often experience poorer outcomes in terms of health, education and housing than the population as a whole.

We are also experiencing a rapidly growing increase of migrant workers across the county. Their needs vary but research shows rural migrants are often poorer, and more vulnerable to exploitative living conditions.

Our aim is to ensure there is fair and equal treatment by all local services, promoting the involvement and inclusion of all people regardless of gender, ethnicity, age, religion and belief, and sexual orientation.

KEY POINTS

- According to the Index of Multiple Deprivation 2007, three areas in Cambridgeshire are in the most deprived quintile (20%) nationally. All are in north Fenland.
- Other areas of concern are parts of Huntingdon, other areas in Fenland and the Kings Hedges, Arbury and Abbey Wards in Cambridge.
- 15% of Cambridgeshire residents report a limiting long term illness, although estimates of disability can be as high as 22%
- To continue to deliver the same level of service to our ageing population by 2021 we would need:
  - to support an extra 2,000 to live at home
  - 500 additional places in residential care
  - 250 in nursing care
  - 150 extra care housing units
- There are clear health inequalities across the county.
- Nearly a quarter of adults in Cambridgeshire are smokers and half of these die prematurely of a smoking related ailment.
- Teenage pregnancy rates remain high in identified small areas, closely linked with socio-economic deprivation.
- Travellers form the largest ethnic minority group. As a group they have below average life expectancy. Traveller children have worse health and lower access to preventative services than the general population.
- National Insurance Numbers allocated by residence to non UK citizens is up from 4,180 in 2002/03 to 8,810 in 2005/06.

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
4.1 Equality in health for all communities	4.1.1 Reducing inequalities by improving health outcomes, particularly in relation to disabled people, travellers and new migrant populations 4.1.2 Improving and providing more integrated services for children with learning difficulties and disabilities and complex needs 4.1.3 Increasing life expectancy , improving quality of life and reducing the prevalence of smoking for all parts of the community
4.2 Healthy children and young people	4.2.1 Improving the emotional health and well being of children and young people 4.2.2 Improving the sexual health of young people and reducing the teenage conception rate 4.2.3 Reducing the incidence of obesity and the number of children and young people with an unhealthy weight 4.2.4 Increasing the number of children and young people accessing play and positive activities
4.3 Appropriate access to services for all communities	4.3.1 Supporting schemes to improve rural and community transport 4.3.2 Ensuring the needs of migrant workers and their children are addressed., by focusing on improving language skills and information, advice and guidance with regard to accessing services and understanding the roles of various agencies 4.3.3 Improving access to and participation in leisure, recreation, lifelong learning and culture

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
4.4 Older, vulnerable or disabled people are able to lead independent lives	4.4.1 Supporting carers through the provision of specific services or advice and information. Supporting family / informal carers to continue with their lives, families, work and contribution to the community 4.4.2 Providing older people with the care and support that they want as close to home as possible, and minimising the need for emergency hospital admissions and delayed discharge from hospital 4.4.3 Supporting disabled people to lead independent lives, free from discrimination with care and support to live in and contribute to their local community 4.4.4 Ensuring that housing related support is available to support vulnerable people to secure and maintain independent living

5 SAFER AND STRONGER COMMUNITIES

Improving community safety, creating safer environments and making our communities stronger by enabling individuals and wider communities take a greater role in service planning and delivery is important to us.

We want to provide strong local leadership and quality responsive services. Our communities will have more of a say and influence through a range of options to engage with service providers such as neighbourhood panels, parish planning and parish arrangements, and neighbourhood management. Our residents will be active participants in the shaping of their future.

Greater resident participation in decision-making and an enhanced role for community groups will also help the local area to promote community cohesion by supporting the development of shared futures and emphasising what binds communities together.

A new focus will be placed on enabling and supporting the role of voluntary sector in campaigning and providing a voice for many vulnerable groups to ensure their views are reflected in our policies, strategies and plans. The role of the sector in improving public services needs to be fully recognised by all partners.

KEY POINTS

- After three years of reductions, crime increased in 2006/07
- Domestic violence is the most common form of violence in rural areas in Cambridgeshire.
- Between April 07 and mid July 07 there were 310 referrals to Children's Services related to domestic violence in the family.
- In 2006 the total number of people killed or seriously injured on roads in the county was 423. In 2006 the total number of children (aged less than 16) killed and seriously injured in the county was 32.
- According to the 2006 BVPI User Satisfaction survey:
  - 32% of respondents think vandalism, graffiti and other deliberate damage to property or vehicles was a very big or fairly big problem in their local area
  - 22% of respondents think that people being rowdy or drunk in public places was a very big or fairly big problem in their local area
  - 69% of respondents agree that the local area is a place where people from different backgrounds get on well together.
  - 30% of respondents felt they can influence decisions affecting their local area.

PRIORITY OUTCOMES	HOW WILL OUTCOMES BE ACHIEVED?
5.1 Low level of crime and reduced fear of crime and antisocial behaviour	5.1.1 Reducing levels of crime, especially serious violent and sexual crimes, domestic violence, terrorism, anti-social behaviour including inappropriate vehicle use and re-offending 5.1.2 Providing reassurance and building public confidence
5.2 Communities that are safer	5.2.1 Reducing the number of injuries and preventable child deaths 5.2.2 Reducing the number of children and young people experiencing bullying in and out of school 5.2.3 Reducing the number of people killed or seriously injured 5.2.4 Reducing the harm caused by drug, alcohol and substance misuse 5.2.5 Reducing the incidence of family breakdown by supporting families through the provision of appropriate services
5.3 Cohesive communities that make the most of diversity and demonstrate a high level of trust	5.3.1 Promoting community cohesion

THE PARTNER ORGANISATIONS

Cambridgeshire Together is the partnership bringing together representatives from the public, private and voluntary sectors. It directs and oversees progress on delivering this vision and its three year delivery plan – the Local Area Agreement – and has a key role in providing community leadership and effective, efficient and joined up delivery of services.

The successful delivery of this vision and Cambridgeshire's Local Area Agreement will require the joint working of many partner organisations and groups, such as:

- Cambridgeshire County Council
- East Cambridgeshire District Council
- Cambridge City Council
- South Cambridgeshire District Council
- Huntingdonshire District Council
- Fenland District Council
- Cambridgeshire Primary Care Trust
- Cambridgeshire Police Authority
- Cambridgeshire Constabulary
- Cambridgeshire Fire and Rescue Authority
- Cambridgeshire & Peterborough Association of Local Councils (CPALC)
- Cambridgeshire ACRE (Actions for Communities in Rural England)
- Young Lives
- Age Concern
- Cambridge Council for Voluntary Services
- East Cambridgeshire Council for Voluntary Services
- Fenland Council for Voluntary Services
- Huntingdonshire Forum of Voluntary Organisations
- Cambridgeshire Infrastructure Voluntary Sector Consortium
- Greater Cambridge Partnership

DATA SOURCES

Introduction

i Cambridgeshire County Council Research Group population estimates 1981-2006

ii Office for National Statistics 2004-based population projections (trend-based)

iii EERA draft East of England Plan, December 2004

iv Cambridgeshire County Council Research Group 2005-based population forecasts

v Cambridge Sub-Region Strategic Housing Market Assessment, 2007.
26% of Cambridge City residents can afford the average price of the lowest priced quartile of homes.

vi Mapping Poverty in Cambridge City 2006

vii 2001 Census

viii Office for National Statistics, Migration Indicators by Local Authority Areas, 2001-2006

ix 2001 Census

x Cambridgeshire County Council Research Group 2005-based population forecasts

xi Cambridgeshire County Council Research Group mid-2006 estimate

xii Indices of Deprivation 2007, Communities and Local Government

xiii Public Health and Health Inequalities Dataset 2007, ONS conceptions in girls aged under 16 and under18 2002-2004

xiv 23% of children in Fenland live in a household where an adult claims at least one key benefit. Source: Department of Work and Pensions May 2007 benefit claimants; Cambridgeshire County Council Research Group mid-2006 population estimates

xv Office for National Statistics, life expectancy at birth 2004-2006

xvi Age standardised all cause mortality for people aged under 75, 2004-2006, NCHOD

xvii Synthetic estimates of obesity prevalence 2007, Information Centre for Health and Social Care

xviii Quality and Outcomes Framework 2006/2007, Information Centre for Health and Social Care

xix Median weekly gross income of full-time workers. Office for National Statistics, Annual Survey of Hours and Earnings 2007

xx Cambridge Sub-Region Strategic Housing Market Assessment. Ratio of average earnings to average house prices is 6.15.

14 Community Safety

Partnership Strategic Assessment for Community Safety, October 2007, Cambridgeshire County Council

Child referrals to Social Services Report, August 2007, Research Group, Cambridgeshire County Council

Education

Cambridgeshire County Council, Office of Children and Young People's Services Management Information

Diverse Needs

Indices of Deprivation 2007, Communities and Local Government

Priorities

1 MANAGING GROWTH

- EERA draft East of England Plan, December 2004
- Cambridgeshire County Council Research Group 2005-based population forecasts
- Land Registry property sales Jan-March 2006 and Jan-March 2001

2 ECONOMIC PROSPERITY

- EERA draft East of England Plan, December 2004
- Office for National Statistics Annual Population Survey 2006
- Office for National Statistics Claimant Count Unemployment December 2007
- Department for Work and Pensions Benefits, May 1999 and May 2007
- 2001 Census
- Cambridgeshire Connexions destinations of Year 11 school leavers in 2006

3 ENVIRONMENTAL SUSTAINABILITY

- Cambridgeshire County Council's Climate Change Strategy 2005

Contacts for further information

If you would like a copy of the text in this document in large print, Braille, audio tape or in another language, please contact Cambridgeshire's County Council Corporate Development Service:

By phone **01223 699159**
By post **RES1206, Shire Hall, Castle Hill, Cambridge CB3 0AP**
By email **policy@cambridgeshire.gov.uk**

4 EQUALITY AND INCLUSION

- Indices of Deprivation 2007, Communities and Local Government
- 2001 Census
- Population Growth and Capacity Planning for Health and Social Care. 2nd Edition, January 2006. Anglia Support Partnership and Cambridgeshire County Council Research Group
- Synthetic estimates of obesity prevalence 2007, Information Centre for Health and Social Care
- Cambridge Sub-Region Traveller Needs Assessment, 2006
- Department for Work and Pensions, National Insurance Number Registrations to non-UK nationals, 2002/3 to 2005/6
- Joint Strategic Needs Assessment: Children & Young People (draft) Cambridgeshire PCT/ Cambridgeshire County Council
- Joint Strategic Needs Assessment: Older People (draft) Cambridgeshire PCT/Cambridgeshire County Council

5 SAFER AND STRONGER COMMUNITIES

- Partnership Strategic Assessment for Community Safety, October 2007, Cambridgeshire County Council
- Child referrals to Social Services Report. August 2007, Research Group, Cambridgeshire County Council
- 2006 Joint Road Casualty Data Report
- 2006 Road Safety Monitoring Report